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Landslide or Fire Tax Report

2018 LOS ANGELES PUBLIC OPINION SURVEY REPORT



THOMAS AND DOROTHY LEAVEY CENTER FOR THE STUDY OF LOS ANGELES

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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts and entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others.

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CENTER FOR THE STUDY OF LOS ANGELES

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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ABOUT THIS STUDY

The annual Los Angeles Public Opinion Survey conducted by StudyLA involved 20-minute telephone sessions and online surveys with more than 2,400 adults (1,700 phone and 700 online) living in Los Angeles County. Survey respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues. The margin of error is $\pm 3.0\%$ for the entire sample.

For more information on study methodology, see Appendix section at the end of this report.

RECOMMENDED CITATION

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TOPLINES

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

Yes	52.3
No	47.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

CROSSTABS

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Survey taken in English	Survey taken in Spanish	Survey taken in Mandarin	Survey taken in Korean
Yes	46.6	78.3	72.7	61.9
No	53.4	21.7	27.3	38.1
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Black	Asian	White	Latino	Other
Yes	47.1	56.8	42.9	59.8	23.5
No	52.9	43.2	57.1	40.2	76.5
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Male	Female	Non-binary
Yes	52.6	52.1	49.3
No	47.4	47.9	50.7
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Ages 18-29	Ages 30-44	Ages 45-64	Ages 65+
Yes	61.4	55.5	43.1	50.5
No	38.6	44.5	56.9	49.5
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	City of LA only	LA County not City of LA
Yes	52.2	52.4
No	47.8	47.6
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Rent home	Own home
Yes	58.1	45.9
No	41.9	54.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Working full-time	Working part-time	Student	Homemaker	Retired	Self-employed	Not working
Yes	49.0	56.8	53.1	62.1	50.4	44.1	62.8
No	51.0	43.2	46.9	37.9	49.6	55.9	37.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Union household	Non-union household
Yes	45.3	53.9
No	54.7	46.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Single	Married/domestic partnership	Divorced/separated/widowed
Yes	54.5	51.3	50.9
No	45.5	48.7	49.1
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	No children in household	One or more children in household
Yes	49.6	56.9
No	50.4	43.1
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Liberal	Moderate	Conservative
Yes	54.5	50.8	50.4
No	45.5	49.2	49.6
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Registered to vote	Not registered to vote
Yes	49.1	62.8
No	50.9	37.2
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	High school diploma or less	College degree	Graduate degree
Yes	57.2	47.3	42.2
No	42.8	52.7	57.8
Total	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Lived here 5 years or less	Lived here 6-15 years	Lived here 16-25 years	Lived here 25+ years
Yes	63.8	63.2	60.3	45.3
No	36.2	36.8	39.7	54.7
Total	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Under \$40K	\$40K-<\$70K	\$70K-<\$100K	\$100K-<\$150K	\$150K+
Yes	64.7	47.8	45.9	43.6	33.2
No	35.3	52.2	54.1	56.4	66.8
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	Upper class	Upper-middle class	Middle class	Lower-middle class	Lower class
Yes	53.5	48.2	49.4	54.4	61.5
No	46.5	51.8	50.6	45.6	38.5
Total	100.0	100.0	100.0	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Would you be willing to pay more in taxes or fees to do the following: yes or no? **Help aid those who live in well-known landslide or fire zones**

	U.S.-born	Foreign-born
Yes	48.0	61.7
No	52.0	38.3
Total	100.0	100.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Appendix

2018 PUBLIC OPINION SURVEY METHODOLOGY

As part of Forecast LA's unique approach to forecasting in the Los Angeles region, the Center for the Study of Los Angeles conducted an outlook survey. The Los Angeles Public Opinion Survey involved 20-minute telephone sessions and online surveys with more than 2,400 adults (1,700 phone and 700 online) living in Los Angeles County. Survey respondents were asked about quality-of-life perceptions, personal economic wellbeing, economic concerns, overall life satisfaction, and various civic issues.

SAMPLING

Since the primary purpose of this study was to gather representative input from adult residents within the Los Angeles region, an initial random digit dial (RDD) sample was employed. The RDD sample was drawn by determining the active phone exchanges (the first three numbers of a seven-digit phone number) and blocks with a given sampling area (in this case, by the zip codes that comprise the county). A random list of all active residential and cell phone numbers in the area was produced. This method included both listed and unlisted phone numbers. Listed samples were used to meet particular quotas for racial/ethnic categories and geographic location.

The online portion was comprised of responses from double opt-in respondents who have agreed to participate in surveys. Real-time sampling and survey publishing services were also used to target respondents outside of the initial reach. Finally, listed samples were used to fill gaps within racial/ethnic and geographic quotas. For all methods, adult respondents in LA County were targeted and then randomly selected within their group.

SCREENERS

The protocol for this study involved asking potential respondents a series of questions, referred to as screeners, which were used to ensure that the person lived within the county and was at least 18 years old. The target sample size was 1,200 residents from the city of Los Angeles and 1,200 residents from Los Angeles County who live outside the city of LA. The first quota was a random digit dialing of approximately 750 residents (with 66% cell phone). The online survey ran concurrently with a target sample size of 700 respondents. The remaining racial/ethnic and geographic quotas were determined based on the fallout: 400 African American residents, 600 Asian residents, 400 residents from the San Fernando Valley (only within the city of Los Angeles) and 400 residents from the San Gabriel Valley. Given the demographic proportion of Latino and white residents in the region, as expected, both groups naturally fell out from the initial wave of online and phone respondents.

DATA COLLECTION

Telephone surveys were conducted the first four full weeks in January 2018 and first two weeks in February between the hours of 4:30pm and 9pm during the week, 10am to 4pm on Saturday, and 10am to 5pm on Sunday. The survey was translated into Spanish, Mandarin, and Korean. Translators who spoke Spanish, Mandarin, and Korean were available to conduct interviews for residents who only spoke, or were more comfortable speaking any of those languages. The online survey ran concurrent with the phone survey and were available in both English and Spanish.

The margin of error is $\pm 3.0\%$ for the entire sample of 2,411 residents.

DEMOGRAPHICS

Language survey was taken in

	Unweighted frequencies	Weighted percentages
Survey taken in English	1,865	23.9
Survey taken in Spanish	240	27.7
Survey taken in Mandarin	129	32.5
Survey taken in Korean	177	15.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Which ethnic group do you consider yourself a part of or feel closest to?

	Unweighted frequencies	Weighted percentages
Black	411	8.5
Asian	689	15.3
White	632	29.8
Latino	616	44.6
Other	29	1.8

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

City of LA only or LA County not city of LA

	Unweighted frequencies	Weighted percentages
City of LA only	1,200	39.9
LA County not city of LA	1,211	60.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Do you consider yourself to be an Angeleno?

	Unweighted frequencies	Weighted percentages
Yes	1,704	72.4
No	624	27.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Do you rent your home, are you buying it with a mortgage, or is it entirely paid for?

	Unweighted frequencies	Weighted percentages
Rent home	1,158	51.8
Own home	1,201	48.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

How would you describe your current work status: working full-time, working part-time, student, homemaker, fully-retired, semi-retired, self-employed, or not working?

	Unweighted frequencies	Weighted percentages
Working full-time	814	40.8
Working part-time	261	12.6
Student	124	6.5
Homemaker	126	6.5
Retired	724	18.3
Self-employed	144	6.6
Not working	202	8.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Is someone in your household a member of a union?

	Unweighted frequencies	Weighted percentages
Union household	498	21.8
Non-union household	1,865	78.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Are you currently single, married, divorced, separated, widowed, or in a domestic partnership?

	Unweighted frequencies	Weighted percentages
Single	789	37.9
Married/domestic partnership	1,152	48.6
Divorced/separated/widowed	440	13.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

How many children 17 years or younger live in your household?

	Unweighted frequencies	Weighted percentages
No children in household	1,711	62.8
One or more children in household	677	37.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Politically, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

	Unweighted frequencies	Weighted percentages
Liberal	875	40.7
Moderate	673	29.7
Conservative	706	29.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Are you a registered voter?

	Unweighted frequencies	Weighted percentages
Registered to vote	1,924	77.0
Not registered to vote	466	23.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

What is the last grade or level you completed in school?

	Unweighted frequencies	Weighted percentages
High school diploma or less	1,218	55.8
College degree	840	32.7
Graduate degree	305	11.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Age group, based on question asking respondent's birth year

	Unweighted frequencies	Weighted percentages
Ages 18-29	420	23.9
Ages 30-44	459	27.7
Ages 45-64	699	32.5
Ages 65+	705	15.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

How many years have you lived in the Los Angeles region?

	Unweighted frequencies	Weighted percentages
Lived here 5 years or less	143	6.0
Lived here 6-15 years	251	11.9
Lived here 16-25 years	516	24.9
Lived here 25+ years	1,453	57.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Total household income.

	Unweighted frequencies	Weighted percentages
Under \$40K	874	38.5
\$40K-<\$70K	468	23.4
\$70K-<\$100K	335	17.4
\$100K-<\$150K	245	12.1
\$150K+	183	8.6

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

If you were asked to use one of these five commonly used names for the social classes, which would you say you belong in:

	Unweighted frequencies	Weighted percentages
Upper class	52	2.3
Upper-middle class	287	12.3
Middle class	994	43.6
Lower-middle class	602	28.1
Lower class	360	13.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

Are you a U.S.-born citizen, a foreign-born naturalized citizen, or are you not a citizen?

	Unweighted frequencies	Weighted percentages
U.S.-born	1,497	67.7
Foreign-born	861	32.3

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.

What is your gender?

	Unweighted frequencies	Weighted percentages
Male	1,013	48.5
Female	1,390	51.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. 2411 adult respondents of the 2018 Los Angeles Public Opinion Survey.